

Social Marketing

Intended Audience

State- and community-level prevention practitioners with an interest in gaining a basic understanding of social marketing and learning how to apply social marketing strategies to prevention.

Objectives

Participants in the course will have the opportunity to:

- Examine social marketing's foundation
- Explore how advertising techniques can be used to promote healthy behavior
- Learn a 10-step process for developing effective social marketing campaigns
- Practice analyzing an audience and applying basic social marketing techniques

Description

Social Marketing combines readings, online activities, and moderated discussion to explore benchmarks, examples, and key elements of social marketing. Course materials include a slide presentation, 13 related resources and tools, and links to related Web sites.

This is an asynchronous event, which means that participants can take the course at their own pace and log in at their convenience. However, to benefit most from the materials and online discussion, we encourage participants to adhere to a recommended schedule.

Course Length 1 week (5 daily sessions)

Course Requirements

Participants are expected to:

- Visit the course Web site daily
- Complete all online activities
- Participate regularly in online discussion (e.g., post 1-2 comments to the Discussion Board per activity)
- Complete an online evaluation

Technical Requirements

- Computer with Internet access and at least 128 megabytes of RAM (memory)
- Computer capable of using Microsoft Internet Explorer, version 5.0 or higher
- CD-ROM player, either built in or externally linked
- Audio playback, with an audio player software application.
- Web-based e-mail account

Contact Information

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